MBSC-3.3B

Sl.No. : **Total No. of Pages : 2**

Third Semester M.B.A. Degree Examination, June/July - 2024
(CBCS) (SLM Scheme)
MANAGEMENT
Elective - B : Marketing
Consumer Behaviour and Marketing Research

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Answer any five questions. Each question carries five Marks. [5 × 5 = 25]

Q1) Explain the implication of consumer learning on consumer post purchase behaviour.

Q2) Define personality. How personality can create customer loyalty?

Q3) Describe the role of technological environment on consumer decision making process.

Q4) Differentiate between rural and urban consumer with suitable examples.

Q5) Explain the concept of Cognitive theory and its implication on defining consumer behaviour.

Q6) Explain the role of cross cultural influence on consumer behaviour.

Q7) Elucidate the role of opinion leaders in influencing consumer buying decision.

SECTION - B

Answer any four questions. Each question carries ten marks. [4 × 10 = 40]

Q8) Explain in detail the various types of marketing research with suitable examples.

Q9) Explain any three theories of consumer behaviour with relevant examples.

Q10) Write a note on :

a) Marketing information system.

b) Group Dynamics

Q11) Explain the consumer decision making process with suitable example of your choice.

Q12) Explain the determinants of perception. How does perception play a role on consumer buying decision? Elucidate.

Q13) Explain any three models of consumer behaviour of your choice and explain relevance of each in studying consumer behaviour.

SECTION - C

Q14) **Case (Compulsory)** **[1 × 15 = 15]**

A Food court is located at one of the affluent areas of Delhi and has a number of branches in various parts of the countrys. In summers due to huge football, the sales figures increase significantly in the Delhi branch. However, the sales figures did not increase substantially during last summer. The management wanted to know the reason for such a situation. The management tried to analyze the situation and found that the workforce of the Delhi based food court is not too efficient. They found that absenteeism is very common in the food court. In addition, around 40% of the work force comprised of temporary staff that include students who wish to work only in their summer holidays. They also found 10% of the staff was that of housewife's who had joined at flexible work timings. The temporary staff had not performed its duties efficiently. The food court realized that their work policies need to be revised. In addition, the management needs to motivate its current employees.

Questions:

a) What can be the main problem in the case study?

b) How can the current workforce be motivated in such case?

c) Suggest and list out the steps that the management of food court should take to keep the sales figures steadily.